Motorcoach & Group Tours in New Brunswick

1983 Report

Tourism New Brunswick
Planning and Development Branch

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MOTORCOACH AND GROUP TOURS
NEW BRUNSWICK 1983

Planning & Development Branch
Tourism New Brunswick

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ACKNOWLEDGEMENT

The Department of Tourism wishes to acknowledge the cooperation of the Province of New Brunswick's Accommodation Industry, without which this ongoing programme would not be possible.

METHODOLOGY

This study is based on the Province's ongoing census of motorcoach and group tours staying overnight in New Brunswick.

Of the more than 325 accommodation properties in the province, 67 properties indicated they would receive tour groups and 54 establishments recorded actual arrivals.

In conducting this annual study each property is visited immediately prior to the start of the new tour season (May) at which time initial bookings and cancellation lists to date are compiled. These listings are constantly updated by the host property with respect to new bookings, cancellations and actual registrations as the year progresses. Specific information recorded includes tour company names, origins and length of stay.

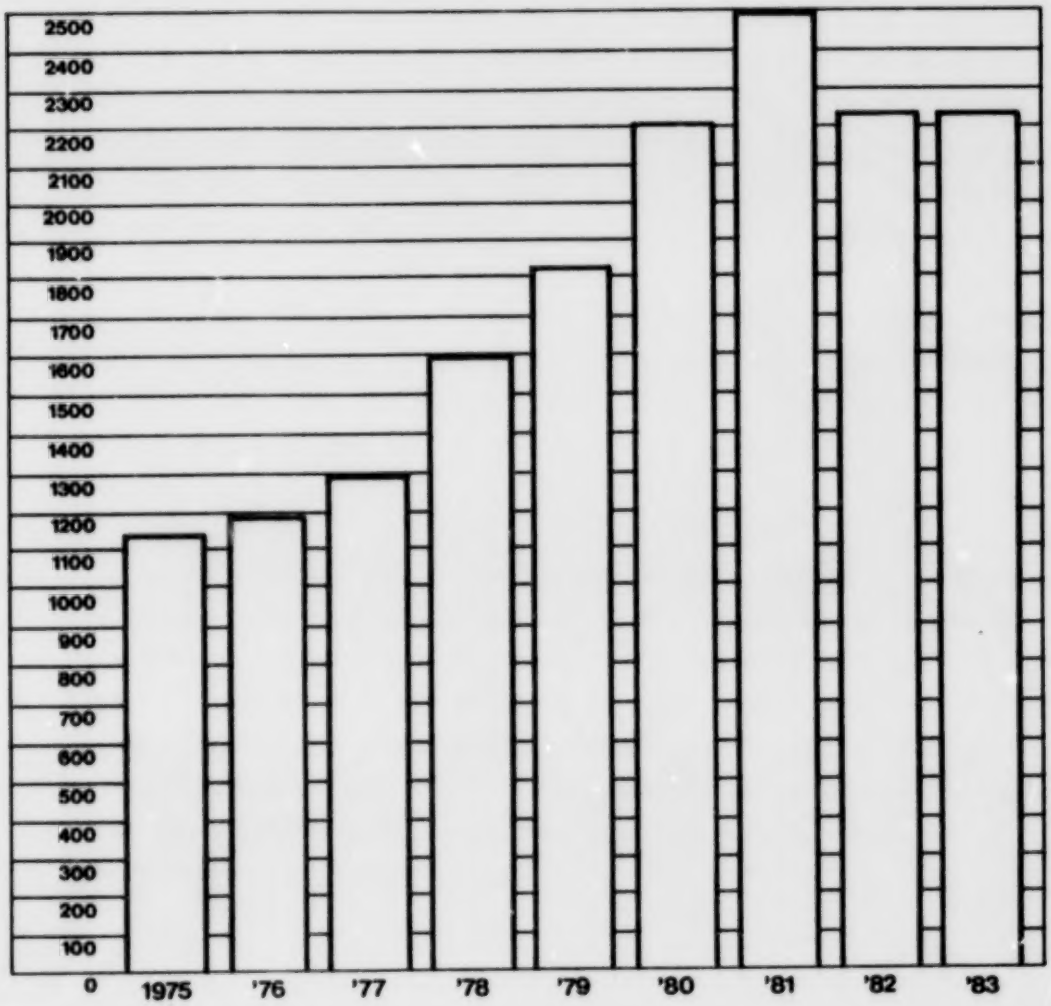
Complete updates of performance are obtained at the close of the May-June (spring) season, at the end of July, August and at the conclusion of the September-October (autumn) season. Within a month of the close of each period, a status report on the year to date by designated location is sent to each participating property.

A tour night is defined as a bus staying for one night in a specific property.

This report represents an in-depth analysis and consolidation of information collected for the year 1983.

EXECUTIVE SUMMARY (1983)

Motorcoach and group tours spent 2,231 tour nights in the Province which is basically the same as last year.



The above chart shows the trend of tour nights over the past nine years.

American based companies increased their visitation by 31 percent to 1,277 nights. Approximately 6 of 10 tour nights were from the United States compared to 4 out of 10 last year.

Tour nights originating in Canada decreased by 23 percent or 273 tour nights. This decrease is due to the softer Quebec and Ontario markets. This resulted in a change in distribution, with American tour nights leading with 57 percent of the total tour nights while Canadian operators accounted for 42 percent a decrease of 12 percentage points. The lead which Canadian tour companies had held on the major portion of the market has now been broken.

In 1983, 559 different charter companies stayed overnight in New Brunswick compared to 487 in 1982, a 15% increase. Three out of four companies were from the United States. Also indicated in 1983 was a further drop from 4.6 to 4.0 in the average number of tour nights per company.

Firms bringing tour groups to the Province for the first time now are the most numerous group (40%) of firms participating in the Province's Motorcoach tour business. This trend is believed to follow from the fragmentation of the American motorcoach industry which has accompanied the deregulation of the industry. These new firms provided a lesser volume of tour nights (18%) than did any of the groupings of firms who visit on a consistent basis, however, they represent opportunities for future business.

A review of the seasonality of bus tours shows that the majority of registrations were in the summer when 1,189 tour nights or 53% of the total were hosted. The fall foliage (September-October) period attracted 39% of total bus tours with 870 tour nights and the spring period (May-June) is third with 8%, that is, 174 tour nights. This percentage distribution is similar to 1982.

Denure Tours of Ontario, who ranked second last year, assumed a share of the leading position in tour nights contributed with Collette Travel Service of Rhode Island. Each firm provided 74 tour nights. This is the first time an American company has placed first in total tour nights. In 1983 6 U. S. companies were recorded in the top ten, compared to one last year.

In 1983 New Brunswick had a cancellation rate for bus tours of 41% compared to 46% in 1982 which is a decrease of 5 percentage points. Of the 3,784 tour nights originally booked 1,556 tour nights were cancelled. The May-June period had the highest cancellation rate with 46% of the bookings being cancelled.

The City of Moncton had the largest percentage growth with a 20% or 62 tour night increase. Moncton ranked third in the Province for motorcoach business. Once again Saint John was the leader with 755 tour nights. This represented 34% of the total tour nights recorded.

In 1983, 54 establishments hosted motorcoach or group tours and accommodated an average of 41.3 tour nights each. This represents an average increase of 1.3 tour nights per establishment.

PROVINCIAL OVERVIEW

Year	Number of Tour Nights	% Increase Decrease
1977	1282	+8
1978	1592	+24
1979	1818	+14
1980	2205	+21
1981	2490	+13
1982	2238	-10
1983	2231	0

The above table shows motorcoach and group tour visitation for the past seven years. Note that 1981 marked the end of a five year growth period. In 1983, a total of 2231 tour nights were spent in New Brunswick which represents just a few tour nights less than in 1982.

Number of Tour Nights per Property

Of the 54 properties receiving motorcoaches in 1983, 59% accommodated 25 tour nights or less, 13 properties accounted for more than 72% of all tour nights to New Brunswick. The table below shows that six properties each had 100 tour nights or more. These tour nights represented 50% of the total tour nights in the Province. Average tour nights per property in 1983 was 41.3 tour nights, up 1.3 tour nights from 1982.

TOUR NIGHTS PER PROPERTY

Number of Tour Nights	Number of Properties		Percent of Properties	
	1983	1982	1983	1982
1-10	20	23	37	41
11-25	12	9	22	16
26-50	9	11	17	20
51-75	5	6	9	11.5
76-100	2	1	4	0.5
100 or more	6	6	11	11
	54	56	100	100

Origins

In 1983, tour nights from the United States surpassed those of Canadian origin putting an end to three years of Canadian domination of the market. The U. S. provided 1,277 tour nights that was 37% more than Canada. Tour nights from Canada experienced a 23% decrease, while the U. S. increased by 31%.

The distant United States market ("Other" U.S.) continued to lead other origin areas supplying 755 tour nights, a 27% increase over last year. Other significant increases in tour nights were by companies from New England (51%) and the Mid-Atlantic States (22%). Ontario maintained its second place position with 433 tour nights, a decrease in tour nights of 24% from 1982.

Market Growth

The three Canadian market areas have all experienced a decrease in tour nights while the three market areas in the United States had significant increases. The New England market increased by 102 tour nights, a 51% increase over 1982. Tours originating from the Mid-Atlantic and "Other" United States have both increased by 22% and 27% respectively. The result was a more than 300 tour night increase in tours originating in the United States.

The Canadian market dropped by 23%. The loss of 133 tour nights from Ontario and 71 tour nights from Quebec has seriously affected the performance of the Canadian market.

NUMBER OF TOUR NIGHTS BY YEAR
1977 - 1983

ORIGIN	1977	1978	1979	1980	1981	1982	1983	% CHANGE 1982-1983
Ontario	269	371	437	574	685	566	433	- 23.5
Quebec	153	184	215	283	374	312	241	- 22.8
Other Canada	116	143	169	238	285	328	259	+ 21.0
Total Canada	538	698	821	1095	1344	1206	933	- 22.6
New England	126	129	197	203	173	201	303	+ 50.7
Mid Atlantic	167	198	189	237	242	179	219	+ 22.3
Other United States	451	567	621	657	687	594	755	+ 27.1
Total United States	744	894	1007	1097	1102	974	1277	+ 31.1
Other Lands	N/A	N/A	N/A	13	38	34	10	- 70.6
Total	1282	1592	1818	2205	2490	2238	2231	N.C.

Tour nights of unknown origin: 6 in 1981, 24 in 1982, 11 in 1983
N/A - not available.

Market Share

In 1983, the United States' market dominated the motorcoach and group tour market. The market structure resembles that of the late 1970's with an apparent return to longer distance motorcoach tour travel. The increased New England business is an exception to this pattern. One third of the total tour nights originated from the "Other" United States.

While the percentage of tour nights from Canadian origin decreased, that of American origin increased.

Tour nights originating in Ontario still rank second while those having a New England origin moved to third.

% OF TOTAL TOUR NIGHTS
1977 - 1983

Origin	1977	1978	1979	1980	1981	1982	1983
Ontario	21	23	24	26	28	25	19
Quebec	12	12	12	12	15	14	11
Other Canada	9	9	9	11	11	15	12
New England	10	8	11	9	7	9	14
Mid Atlantic	13	12	10	11	10	8	10
Other United States	35	36	34	30	28	27	34
Other [1]	-	-	-	1	1	2	1
Total	100	100	100	100	100	100	100
Total Canada	42	44	45	49	54	54	42
Total United States	58	56	55	50	45	44	57

[1] Includes tour nights of unknown origin

Seasonality

The May - June period which has always been the period of fewest tours decreased by 26% in 1983. Gains were registered in the August and September/October periods. The latter was the most popular, 4 out of 10 tour nights were hosted in September/October.

On the basis of origin; Quebec had a very strong July period and weak shoulder periods; New England increased its fall foliage period while decreasing tour nights in May/June; other land's tour nights were stronger in July and September/October while non-existant in May/June.

The other market areas have maintained their 1982 seasonality pattern.

NUMBER OF TOUR NIGHTS BY MONTH

MONTH	1977	1978	1979	1980	1981	1982	1983	% CHANGE 1982-1983
May/June	84	98	151	203	225	234	172	- 26
July	379	437	469	564	664	602	602	n.c.
August	366	463	504	578	647	558	587	+ 5
September/ October	453	594	704	860	954	844	870	+ 3
Total	1282	1592	1828	2205	2490	2238	2231	n.c.

PERCENT OF TOUR NIGHTS BY MONTH

MONTH	1977 %	1978 %	1979 %	1980 %	1981 %	1982 %	1983 %
May/June	6	6	8	9	9	10	8
July	30	28	25	26	27	27	27
August	29	29	28	26	26	25	26
September/ October	35	37	39	39	38	38	39

SEASONALITY BY ORIGIN

ORIGIN		MAY JUNE %	JULY %	AUGUST %	SEPTEMBER OCTOBER %
Ontario	1983	11	27	30	32
	1982	10	25	31	34
Quebec	1983	10	65	19	7
	1982	18	52	18	12
Other Canada	1983	13	14	14	59
	1982	9	16	16	59
New England	1983	6	30	31	34
	1982	17	27	31	25
Mid Atlantic	1983	7	29	41	23
	1982	8	30	41	21
Other United States	1983	4	17	25	54
	1982	5	22	22	51
Other Lands	1983	-	40	10	50
	1982	32	21	24	23

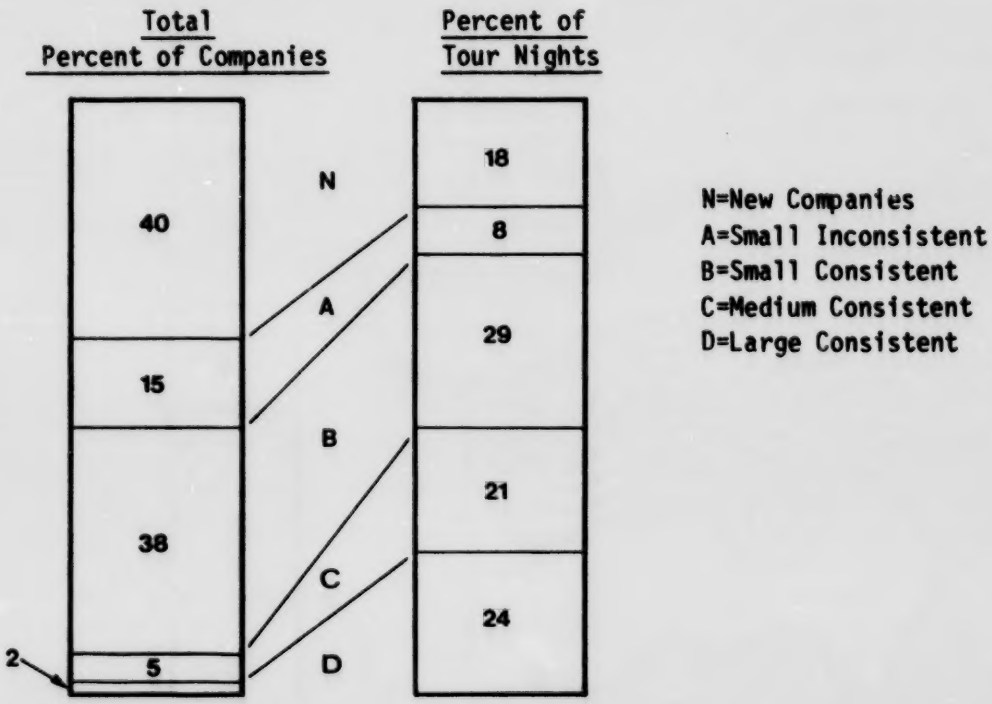
Company Types

In 1983 a total of 559 different tour companies or charter groups stayed overnight in New Brunswick. This was a 13.6 percent increase over the 492 companies of the previous year.

On the basis of size (number of tour nights) and consistency in returning each year, it is possible to apply a classification system to the various tour companies:

N - New companies (first visit) or charter groups.
A - Small (10 tour nights or less) and inconsistent in returning annually
B - Also small (10 tour nights or less) but consistent in returning each year.
C - Medium (11 - 25 nights) and consistent.
D - Large (more than 25 nights) and consistent.

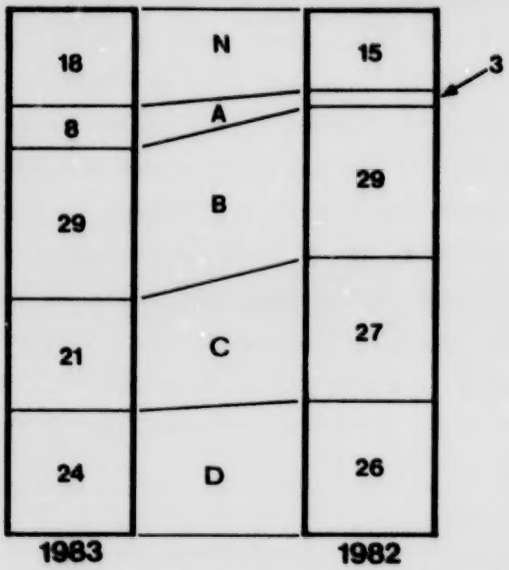
The graphs "Tour Nights by Classification" and "Companies by Classification" on the following page illustrate the relative size and importance of the companies visiting New Brunswick.



The above chart illustrates the distribution of tour companies and tour nights by company type. Only 2 percent of the companies visiting the Province were of D type yet they account for 24 percent of total tour nights.

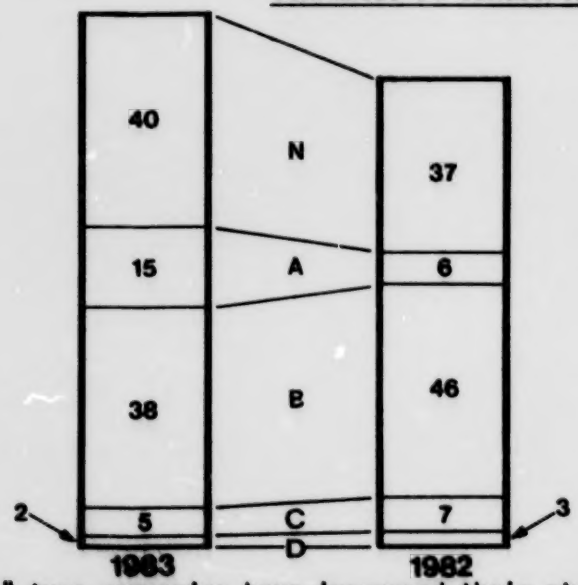
In 1983, "N" type (new) companies accounted for the greatest share of tour companies (40%), while "B" type (small consistent) companies account for the greatest share of tour nights (29%). The shift in importance to "N" companies can be attributed to the deregulation process in existance in the United States.

TOUR NIGHTS BY CLASSIFICATION



N=New Companies
A=Small Inconsistent
B=Small Consistent
C=Medium Consistent

COMPANIES BY CLASSIFICATION



"N" and "A" type companies have increased their standing with increases in the number of firms of 21% and 277% respectively.

Company Analysis

The number of tour nights per company spent in New Brunswick including charter groups averaged 4.0 nights in 1983 compared to 4.6 nights in 1982. Canadian based companies averaged 6.7 nights per company. American based operators averaged 3.1 nights per company.

Factors influencing the reduction in company performance include the growing effects of deregulation as many, presumably new firms visited New Brunswick for the first time, often providing only one tour in 1983. The increasing fragmentation of the market was again evidenced by the more than three fold increase in the number of American companies who provided an average of under 2 tour nights on an occasional basis. The effect of competition from these firms and from other destinations on the larger firms was evidenced by the 17% reduction in the number of firms providing from 11 to 25 units on a consistent, year after year basis, On the other hand, four American firms rejuvenated the market for extensive tour programs contributing to an overall increase from 30 to 36 in the average number of tour nights in the category of those American firms providing more than 25 tour nights.

TOUR NIGHTS BY COMPANY CLASSIFICATION

Tour Nights	Type of Company	No. of Companies
2231 (100%)	All	559 (100%)
	N - Type Companies	
93 (4.2)	Canadian	44 (7.9)
285 (12.8)	American	166 (29.7)
2 (0.1)	Other Lands	2 (0.4)
11 (0.5)	Unknown	9 (1.6)
	A - Type Companies	
38 (1.7)	Canadian	14 (2.5)
129 (5.8)	American	72 (12.9)
	B - Type Companies	
225 (10.0)	Canadian	60 (10.7)
421 (18.9)	American	148 (26.5)
8 (0.4)	Other	2 (0.4)
	C - Type Companies	
246 (11.0)	Canadian	14 (2.5)
227 (10.2)	American	15 (2.7)
	D - Type Companies	
330 (14.8)	Canadian	7 (1.3)
216 (9.7)	American	6 (1.1)

COMPARISON BY CLASSIFICATION

Company Type	No. of Companies 1983	No. of Companies 1982	% Change	Tour Nights 1983	Tour Nights 1982	% Change
N-Total	221	182	+21	391	343	+14
Canadian	44	53	-17	93	119	-22
American	166	107	+55	285	198	+44
A-Total	86	31	+177	167	56	+198
Canadian	14	11	+27	38	19	+100
American	72	20	+260	129	37	+249
B-Total	210	226	-7	654	650	+1
Canadian	60	63	-5	225	225	n.c.
American	148	162	-9	421	417	+1
C-Total	29	35	-17	473	601	-21
Canadian	14	17	-18	246	314	-22
American	15	17	-12	227	263	-14
D-Total	13	13	n.c.	546	588	-7
Canadian	7	11	-36	330	528	-38
American	6	2	+200	216	60	+260

Top Ten Tour Companies

Denure Tours of Ontario and Collette Travel Service of Rhode Island led all tour companies supplying 74 tour nights to New Brunswick. It is interesting to note that the tour nights from Denure Tours represent 17% of tour nights originating in Ontario and 3% of total tour nights.

In 1983, 3 American companies were among the top ten. This is a significant increase from 1982 when only one American company made the ranks of the top ten. This change accompanied the substantial increase in United States tour nights.

TOP TEN TOUR COMPANIES
1983

		1983		1982	
Company	Origin	Rank	Nights	Rank	Nights
Denure Tours Inc.	Ontario	1	74	2	67
Collette Travel Service	Rhode Island	1	74	-	-
Trentway Tours Ltd.	Ontario	2	62	1	68
Atlantic Tours	New Brunswick	3	59	3	56
Horizon Holidays	Ontario	4	43	3	56
All Star Tours	Ontario	5	32	5	53
Brennan Tours	Washington	5	32	-	-
Explorators	Quebec	6	31	6	52
Tauck Tours	Connecticut	6	31	-	-
Voyages Solange Goulet	Quebec	7	29	-	-
Companies included in top ten listing in 1982 but not 1983 (alphabetically).					
Cartan Tours	Illinois	-	21	9	32
Evergreen Tours	British Columbia	-	18	10	30
Quebec Tours	Quebec	-	-	8	42
Via Tours	Quebec	-	21	7	43

Cancellations

(Note: Cancellations are recorded as cancellations for any reason. No attempt has been made to discern previously confirmed tour nights from the most tentative or early bookings).

The overall cancellation rate for the Province decreased by five percentage points. The months of September/October showed the lowest concellation rate, 38 percent, a decrease of five percentage points. The only increase in cancellation rate was in May/June when the rate went from 45 percent to 46 percent, the highest cancellation rate recorded in 1983.

CANCELLATION RATES BY SEASON

	1983	1982
	%	%
May - June	46	45
July	40	46
August	44	48
September/October	38	43
Average (year)	41	46

Ontario and "All Other Areas" had the highest cancellation rate. The cancellation rate for Quebec dropped by ten percentage points from 55% to 45%. The rates in all the United States market areas decreased.

PERCENT CANCELLED BY MARKET AREA

Market Areas	Initial Bookings		% Cancelled		Actual Registrations	
	1983	1982	1983	1982	1983	1982
Ontario	841	1042	49	46	433	566
Quebec	435	689	45	55	241	312
Other Canada	467	579	45	43	259	328
New England	445	362	32	45	303	201
Mid Atlantic	350	326	37	45	219	179
Other U. S.	1184	1025	36	42	755	594
All Other Areas	57	83	63	30	21	58
Total (All Areas)	3779	4106	41	46	2231	2238
Total Canada	1743	2310	46	48	933	1206
Total U. S.	1979	1713	35	43	1277	974

On a regional basis, Fredericton had the highest cancellation rate in the Province (49%) resulting in a loss of 473 tour nights. Bathurst to Newcastle ranked second with a 47% cancellation rate.

The lowest cancellation rate occurred in Saint John (35%), however it still meant a loss of 408 tour nights.

The area from Edmundston to Woodstock had a lower cancellation rate in 1983, a decrease of 15 percentage points from 1982. Moncton's cancellation rate also dropped by 10 percentage points.

PERCENT CANCELLED BY LOCATION

	Initial Bookings		% Cancelled		Actual Registration	
Locations	1983	1982	1983	1982	1983	1982
Fredericton	975	1003	49	50	502	499
Moncton	602	602	39	49	368	306
Saint John	1163	1166	35	40	755	701
Charlotte County	426	510	41	38	251	315
Edmundston to Woodstock	260	331	39	54	159	154
Campbellton	145	178	42	49	84	91
Bathurst to Newcastle	208	316	47	46	112	172
Total	3779	4106	41	45	2231	2238

Locations

In 1983, New Brunswick's three largest cities dominated the motorcoach and group tour scene. Saint John, Fredericton and Moncton all increased their 1982 performance reaffirming their one, two, three positions in the motorcoach business as outlined in the following table. But it seems that smaller centres failed to maintain or to attract more motorcoach and group tour business.

The northern part of the Province, the Bathurst to Newcastle area and Campbellton had a poor season. These two areas lost 67 tour nights in 1983 with a resulting loss in market share. There is no evidence, however, that the motorcoach traffic decreased in that area. It might be assumed that the tours were still going to the area but not staying overnight.

Establishments in Charlotte County appear to have lost their share of motorcoach business to other areas, Saint John for example. Their total number of tour nights sold was the lowest in the past five years.

MOTORCOACH TOURS BY LOCATION
1982 - 1983

Location	Actual Registration 1983	1982	% Change 1982/1983
Fredericton	502	499	+ 1
Moncton	368	306	+ 20
Saint John	755	701	+ 8
Charlotte County	251	315	- 20
Woodstock/St. Leonard Edmundston	159	154	+ 3
Campbellton	84	91	- 8
Bathurst/Newcastle	112	172	- 35
Total	2,231	2,238	n.c.

PERCENT MOTORCOACH TOUR NIGHTS BY LOCATION
1982-1983

Location	Actual Registrations		% Total Registrations	
	1983	1982	1983	1982
Fredericton	502	499	22.5	22.3
Moncton	368	306	16.5	13.7
Saint John	755	701	33.8	31.3
Charlotte County	251	315	11.3	14.1
Woodstock/St. Leonard				
Edmundston	159	154	7.1	6.9
Campbellton	84	91	3.8	4.1
Bathurst/Newcastle	112	172	5.0	7.7
Total	2,231	2,238	100.0	100.0

REGIONAL ANALYSIS

Number of Tours

Tour nights in this area increased slightly over 1982. Fredericton had the highest cancellation rate (48%) of all seven areas.

Tour nights in Fredericton

	Total Tours	% of Provincial Total
1979	451	24.7
1980	527	23.9
1981	612	24.5
1982	499	22.3
1983	502	22.5

Origins

Tours nights originating from the "Other" U.S. become the leading market for Fredericton. While the 1982, leader, Ontario, was second. The latter experienced a significant drop as did all tours having a Canadian origin.

New England's increase was a stronger contribution of tour nights in Fredericton and in the Province as a whole.

Tour Origins*

	% of Fredericton total		% of Provincial total	
	1983	1982	1983	1982
Ontario	21.8	31.0	25.1	27.3
Quebec	7.7	10.6	16.3	17.0
Other Canada	18.7	22.4	36.7	34.1
New England	6.7	1.8	11.2	4.5
Mid Atlantic	6.3	6.4	14.5	17.9
Other U.S.	37.5	24.8	25.2	20.9
Other	1.2	3.0	23.1	24.1

*Read as 21.8% of Fredericton tour nights originated in Ontario this was 25.1% of the total Ontario tour nights to the Province.

Seasonality

Tours by Month*

	% of Fredericton total		% of Provincial Total	
	1983	1982	1983	1982
May/June	8.5	10.4	24.7	22.2
July	23.8	30.0	19.9	24.9
August	21.8	21.8	18.7	19.5
September/October	45.8	37.8	26.6	22.3

The September/October period with it's Fall folliage was the leader in 1983. Almost, half of all tour nights came during this period. The fall also increased its relative importance in the Provincial total.

July seems to have lost some of it's importance both on the local and the Provincial scene.

*Read as 8.5% of Fredericton tour nights were accommodated in MAY/JUNE. This was 24.7% of the total MAY/JUNE tour nights in the Province.

Moncton

Number of Tours

In 1983, total tour nights in Moncton increased by 20 per cent as well as increasing it's share of the Provincial total by 2.8 percentage points.

Moncton ranks third in the Province as a destination for motorcoach and group tours and had the best overall year to year increase (+20%).

Tour nights in Moncton

	Total Tours	% of Provincial total
1979	377	20.6
1980	432	19.6
1981	446	17.9
1982	306	13.7
1983	368	16.5

Origins : Tour nights from "Other U.S." accounted for one of every two tour nights spent in the Moncton area. The latter increased by 11 percentage points in 1983 tour nights from Quebec and "Other Canada" decreased their visitation respectively by 7.3 and 9.1 percentage points respectively although Quebec maintained it's share of the Provincial total.

Tour Origins

	% of Moncton total		% of Provincial total	
	1983	1982	1983	1982
Ontario	11.7	8.8	9.8	4.8
Quebec	13.3	20.6	20.4	20.2
Other Canada	4.3	13.4	6.3	12.5
New England	6.8	6.2	8.3	9.5
Mid Atlantic	14.4	11.4	24.0	19.6
Other U.S.	48.1	37.3	23.6	19.2
Other	1.4	2.3	19.2	12.1

Seasonality:

Tours by Month

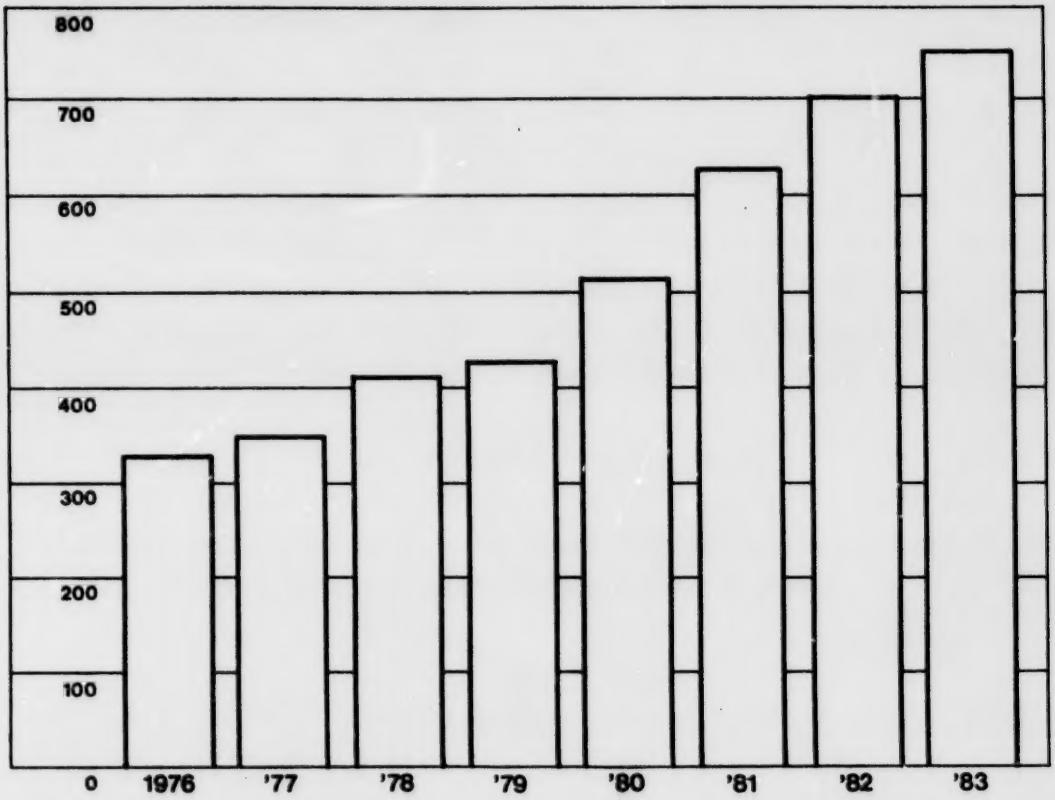
	% of Moncton total		% of Provincial Total	
	1983	1982	1983	1982
May/June	6.8	6.2	14.4	8.1
July	26.1	33.3	15.9	16.9
August	34.2	27.8	21.5	15.2
September/October	32.9	32.7	13.9	11.9

At the same time a decrease in tour nights for July, was noticed while tour nights for August increased by approximately the same proportion.

On the Provincial scene, the Moncton area increased it's share of the May/June August and September/October tours.

Saint John

Number of Tours



Saint John recorded the largest number of tour nights in the Province. In the past five years, this city has increased it's performance as well as increasing it's share of the provincial total while maintaining the Province's lowest cancellation rate. In 1983, one of every three tour nights in the Province was spent in Saint John.

Since 1979, Saint John has had a 77% increase in tour nights. This predominent performance is at the expense of Charlotte County which has lost more and more of it's motorcoach business. New attractions like Market Square have made it easier for Saint John to attract overnight visits by motorcoaches.

Tour nights in Saint John

	Total tour nights	% of Provincial total
1979	426	23.3
1980	512	23.2
1981	624	25.2
1982	701	31.3
1983	755	33.8

Origins

Tour nights from the United States increased their overall performance by 16 percentage points, this follows the provincial trend albeit at a lesser rate. Meanwhile tour nights from Canada decreased by 14 percentage points somewhat less than the 23% decline at the Provincial level.

The overall increase for Saint John was due to a greater visitation from U.S. tour companies, indeed 80 fewer Canadian tour nights were registered in 1983 than 1982. One in every two tours from the New England and Mid Atlantic States that came to New Brunswick stayed in Saint John.

Tour Origins

	% of Saint John total		% of Provincial total	
	1983	1982	1983	1982
Ontario	22.6	34.2	39.1	42.5
Quebec	2.8	3.9	8.8	8.7
Other Canada	10.3	11.7	30.5	25.0
New England	21.1	11.7	52.5	40.8
Mid Atlantic	14.0	10.4	48.0	40.8
Other U.S.	28.1	25.0	28.3	29.5
Other	1.0	3.1	30.3	37.9

Seasonality

Tours By Month

	% of Saint John total		% of Provincial total	
	1983	1982	1983	1982
May/June	7.4	6.8	32.2	20.5
July	24.8	22.5	31.1	26.3
August	27.2	24.1	34.9	30.3
September/October	40.7	46.5	35.3	38.6

In 1983 as in the past, Saint John benefited from a strong fall season. However, 1983 saw a shift in the monthly totals so that tour nights were more evenly distributed throughout the year. These changes were reflected in a stronger provincial performance through the spring and summer and a relatively weaker, through still dominant role in the fall foliage period.

Charlotte County

Number of Tours : Charlotte County had its worst year for Bus Tours in the past five years but managed to maintain it's cancellation rate at the Provincial level. This area had a 20 per cent decrease in tour nights and lost 2.9 percentage points in its share of total tour nights. It is believed that these trends reflect not only competitive factors in the industry but also marketing decisions made within the County. Nonetheless, other tourism indicators show that the area had an excellent season despite the poor showing in Motorcoach tour business.[1].

Tour nights in Charlotte County

	Total Tours	% of Provincial Total
1979	273	14.9
1980	333	15.1
1981	344	13.8
1982	315	14.1
1983	251	11.2

Origins

Tours from the United States still constitute the largest market for Charlotte County. In 1983 this market increased by 10.1 percentage points while the Canadian market dropped by the same amount. This trend also happened on the Provincial level. In 1982 Charlotte County, had 14.1% of the total Provincial motorcoach business, this decreased to 11.2% in 1983.

The area experienced declines in most market areas except for long distance American tours where the total tour nights increased. However these represented a lower percentage of total American tour nights from distant states because of the success of other areas of the Province in attracting these customers.

[1]See New Brunswick Department of Tourism industry performance statistics.

Tour Origins

	% of Charlotte County total		% of Provincial total	
	1983	1982	1983	1982
Ontario	18.3	23.8	10.5	13.3
Quebec	7.2	9.8	7.5	9.9
Other Canada	2.4	4.4	2.3	4.3
New England	26.7	25.7	22.1	40.3
Mid Atlantic	7.2	7.0	8.1	12.3
Other U.S.	37.8	28.9	12.7	15.3
Other	0.4	0.4	1.0	0.3

Seasonality

Tours by Month

	% of Charlotte County total		% of Provincial Total	
	1983	1982	1983	1982
May/June	4.0	12.4	5.7	16.7
July	30.3	27.6	12.6	14.5
August	31.5	36.2	13.5	20.4
September/October	34.3	23.8	9.9	8.9

The summer months (July and August) and the September/October period dominate as periods of visitation. A sharp decline was noticed in the MAY/JUNE period for Charlotte County as well as the County's share of the Provincial total. In the past years, August was always the most popular period; it seems that July and September/October have become equally popular. The result has been a decline of a 6.9 percentage points in the importance of this area in August to the Provincial total.

Edmundston to Woodstock

Number of Tours : A total of 159 tour nights were spent in the area going from Edmundston to Woodstock. This represents a 3 percent increase over 1982. The area had a slight increase in its share of the total tour nights spent in the Province

Tour nights in the Edmundston to Woodstock area

	Total Tours	% of Provincial Total
1979	133	7.3
1980	173	7.9
1981	173	6.9
1982	154	6.9
1983	159	7.1

Origins

Markets in closest proximity to the Edmundston to Woodstock area have increased their visitation. The "Other Canada" market decreased in importance by 11 percentage points. Ontario, Quebec and the "Other" U.S. markets are the three biggest for this area.

Tour Origins

	Distribution of the Edmundston to Woodstock Total %		% of Provincial total	
	1983	1982	1983	1982
Ontario	24.5	20.1	8.9	5.5
Quebec	22.6	19.5	15.0	9.6
Other Canada	17.6	28.5	10.9	13.5
New England	10.1	5.8	5.3	4.5
Mid Atlantic	1.3	1.9	.9	1.7
Other U.S.	22.6	22.1	4.8	5.7
Other	1.3	2.0	7.7	5.2

Seasonality

Tours by Month

	Distribution of Edmunston to Woodstock Total %		% of Provincial Total	
	1983	1982	1983	1982
May/June	10.7	18.2	9.8	10.0
July	35.8	22.7	9.5	5.8
August	17.6	17.5	4.8	4.8
September/October	35.8	41.6	6.6	7.6

The July and the September/October periods had the same percentage of tour nights. This meant a substantial increase for the early summer period (July) of 13.1 percentage points and in its participation in the provincial market as well. The fall foliage period (September/October) experienced a reduction of 5.8 percentage points.

The Spring (May/June) had fewer tour nights in 1983 but the Province-wide weakening of spring arrivals left the area's relative contribution to the provincial total unchanged.

Campbellton

Number of Tours

Tour nights hosted in Campbellton decreased by 8 per cent in 1983 and have experienced a 17 per cent decrease since 1979. With 84 tour nights, Campbellton had its worst performance in the past five years and in 1983 recorded the lowest share of total provincial tour nights (3.8%).

	Tour nights in Campbellton	
	Total Tours	% of Provincial Total
1979	101	5.5
1980	126	5.7
1981	149	6.0
1982	91	4.1
1983	84	3.8

Origins

Tours from Quebec increased their visitation and Campbellton has increased it's Provincial share of Quebec tours while the latter have decreased their total visitation to the Province by 23%.

Tour Origins

	% of Campbellton total		% of Provincial total	
	1983	1982	1983	1982
Ontario	7.1	12.1	1.4	1.9
Quebec	29.8	23.1	10.4	6.7
Other Canada	16.7	17.6	5.5	4.8
New England	2.4	-	0.7	-
Mid Atlantic	8.3	12.1	3.2	6.1
Other U.S.	34.5	34.1	3.9	5.2
Other	1.2	1.0	3.8	4.2

Seasonality

In 1983, as was the case in past years, the September/October period with it's envigourating colours attracted more tours, almost half of all the tour nights spent in Campbellton were during the fall period. The month of July increased its share of tour nights by 6.8 percentage points as well as it's share of the Provincial tour nights at the expense of the two other periods.

Tours by Month

	% of Campbellton total		% of Provincial Total	
	1983	1982	1983	1982
May/June	6.0	12.1	2.9	4.7
July	31.0	24.2	4.3	3.7
August	20.2	23.1	2.9	3.8
September/October	42.9	40.6	4.1	4.4

Bathurst -Newcastle

Number of Tours

The total number of tour nights for the area from Newcastle to Bathurst including the Acadian Peninsula decreased by 60. This represents a 35% decrease over 1982. It also ends a three year growth period. The area has declined by 2.7 percentage point in the percentage of the total provincial tours leaving it with 5 per cent of the total Motorcoach business. This sharp decline in the number of tour nights can be attributed to the weaker Quebec and overnight (pass through) markets.

Tour nights in Bathurst to Newcastle area

	Total Tours	% of Provincial Total
1979	67	3.7
1980	102	4.6
1981	142	5.7
1982	172	7.7
1983	112	5.0

Origins

The Quebec market is predominent in the area. One out of every two buses originates in Quebec and 85 percent of all tour nights spent in the Bathurst-Newcastle area had a Canadian origin. This represents an increase of 7.5 percentage points over last year as the United States and foreign countries declined in relative importance. As the importance of the Quebec market declined 23% from 1983 to 1982, this business declined even more sharply in the Bathurst area leaving it in a less dominant position. Nonethless, tours with a Quebec origin occupied the premier position in the reduced Bathurst-Newcastle marketplace.

Tour Origins

	% of Bathurst-Newcastle total		% of Provincial total	
	1983	1982	1983	1982
Ontario	19.6	15.7	5.0	4.8
Quebec	46.4	50.6	21.7	27.9
Other Canada	18.8	11.0	8.2	5.8
New England	-	0.6	-	0.5
Mid Atlantic	-	1.7	-	1.7
Other U.S.	12.5	14.5	1.9	4.2
Other	2.7	5.9	11.5	17.2

Seasonality

Tours by Month

	% of Bathurst-Newcastle total		% of Provincial Total	
	1983	1982	1983	1982
May/June	16.1	21.5	10.3	15.8
July	35.7	27.9	6.6	8.0
August	19.6	19.2	3.7	5.9
September/October	28.6	31.4	3.7	6.4

Note that July was the busiest period for group tours in the Bathurst/Newcastle area, followed by the September/October fall foliage period. Spring tours decreased 5.5 percentage points. The overall share of the Province's tour nights decreased in each period.

MARKET AREA PERFORMANCE
1976-1983

U.S. BUS TOURS

State	Number of Tour Nights				Percent of U.S. Total				Percent Change	Number of Tour Companies				Average Nights Per Company			
	1976	1977	1978	1979	1976	1977	1978	1979	1976/1979	1976	1977	1978	1979	1976	1977	1978	1979
New England:																	
Maine	15	22	28	70	2.3	3.0	3.1	7.0	+367	3	4	2	5	5.0	5.5	14.0	14.0
Massachussets	37	55	70	84	5.6	7.4	7.8	8.3	+127	14	16	19	15	2.6	3.4	3.7	5.6
Vermont	1	7	2	4	0.2	0.9	0.2	0.4	+300	1	3	1	1	1.0	2.3	2.0	4.0
New Hampshire	7	5	3	1	1.1	0.7	0.3	0.1	- 86	2	3	2	1	3.5	1.7	1.5	1.0
Connecticut	22	27	19	15	3.3	3.6	2.1	1.5	- 32	8	6	8	6	2.6	4.5	2.4	2.5
Rhode Island	13	10	7	24	2.0	1.3	0.8	2.4	+ 84	2	1	1	1	6.5	10.0	7.0	24.0
TOTAL NEW ENGLAND	95	126	129	197	14.5	16.9	14.4	19.6	+107	30	33	33	29	3.2	3.8	3.9	6.8
Mid Atlantic:																	
New York	99	80	92	83	15.1	10.8	10.3	8.2	- 16	26	24	25	25	3.8	3.3	3.5	3.3
New Jersey	21	26	37	33	3.2	3.5	4.1	3.3	+ 57	6	15	15	13	3.5	1.7	2.5	2.5
Pennsylvia	63	61	69	73	9.6	8.2	7.7	7.3	+ 16	25	38	35	29	2.5	1.6	2.0	2.5
TOTAL MID ATLANTIC	183	167	198	189	27.9	22.4	22.1	18.7	+ 3	57	77	75	67	3.2	2.2	2.6	2.8
South Atlantic:																	
Maryland	18	19	29	27	2.7	2.6	3.2	2.7	+ 50	8	6	11	11	2.3	3.2	2.2	2.5
Washington	25	21	21	32	3.8	2.8	2.3	3.2	+ 28	7	7	8	5	3.6	3.0	2.6	6.4
Virginia	9	9	22	20	1.4	1.2	2.5	2.0	+122	6	5	10	8	1.5	1.8	2.2	2.5
West Virginia	4	8	4	5	0.6	1.1	0.4	0.5	+ 25	2	5	5	5	2.0	1.6	0.7	1.0
North Carolina	21	25	37	44	3.2	3.4	4.1	4.4	+110	10	12	14	15	2.1	2.1	2.3	2.9
South Carolina	2	7	14	4	0.3	0.9	1.6	0.4	+100	2	5	6	3	1.0	1.4	2.3	1.3
Georgia	9	8	8	4	1.4	1.1	0.9	0.4	- 56	4	4	8	4	2.3	2.0	0.8	1.0
Florida	18	13	7	6	2.7	1.7	0.8	0.6	- 67	6	5	9	4	3.0	2.6	0.8	1.5
Delaware	1	1	-	1	0.2	0.1	-	0.1	-	1	1	0	1	1.0	1.0	-	1.0
TOTAL SOUTH ATLANTIC	107	111	142	143	16.3	14.9	15.9	14.2	+ 25	45	50	71	56	2.4	2.2	1.8	2.6

U.S. BUS TOURS

State	Number of Tour Nights				Percent of U.S. Total				Percent Change	Number of Tour Companies				Average Nights Per Company			
	1980	1981	1982	1983	1980	1981	1982	1983	1982/1983	1980	1981	1982	1983	1980	1981	1982	1983
New England:																	
Maine	78	54	43	30	7.1	4.9	4.4	2.3	- 30.2	7	7	8	7	11.1	7.7	5.4	4.3
Massachussets	93	88	103	122	8.5	8.0	10.6	9.5	+ 18.4	15	15	14	22	6.2	5.9	7.4	5.5
Vermont	6	3	3	4	0.5	0.3	0.3	0.3	+ 33.3	2	1	1	2	3.0	3.0	3.0	2.0
New Hampshire	5	4	2	8	0.5	0.4	0.2	0.6	+300.0	2	2	1	4	2.5	2.0	2.0	2.0
Connecticut	2	8	37	55	0.2	0.7	3.8	4.3	+ 48.6	1	2	5	4	2.0	4.0	7.4	13.8
Rhode Island	19	16	13	83	1.7	1.4	1.3	6.5	+538.5	2	2	2	4	9.5	8.0	6.5	20.8
TOTAL NEW ENGLAND	203	173	201	302	18.5	15.7	20.6	23.6	+ 50.2	29	29	31	43	7.0	6.0	6.5	7.0
Mid Atlantic:																	
New York	113	111	85	75	10.3	10.1	8.7	5.9	- 11.8	25	31	29	27	4.5	3.6	2.9	2.8
New Jersey	28	15	8	36	2.5	1.4	0.8	2.8	+350.0	10	7	4	16	2.8	2.1	2.0	2.3
Pennsylvia	96	116	86	114	8.8	10.5	8.8	8.9	+ 32.6	42	30	32	43	2.3	3.9	2.7	2.7
TOTAL MID ATLANTIC	237	242	179	1225	21.6	22.0	18.3	17.6	+ 25.7	77	68	65	86	3.1	3.6	2.8	2.6
South Atlantic:																	
Maryland	27	37	30	27	2.4	3.4	4.1	2.1	- 32.5	11	12	12	11	2.5	3.1	3.3	2.5
Washington	21	17	9	9	1.9	1.5	0.9	0.7	-	3	2	2	2	7.0	8.5	4.5	4.5
Virginia	20	16	13	43	1.8	1.5	1.3	3.4	+230.8	11	8	9	21	1.8	2.0	1.4	2.0
West Virginia	6	5	1	3	0.5	0.4	0.1	0.2	+200.0	6	2	1	3	1.0	2.5	1.0	1.0
North Carolina	61	35	29	56	5.6	3.2	3.0	4.4	+ 93.1	19	15	15	30	3.2	2.3	1.9	1.9
South Carolina	9	17	9	8	0.8	1.5	0.9	0.6	- 11.1	6	8	6	7	1.5	2.1	1.5	1.1
Georgia	16	26	17	28	1.5	2.4	1.8	2.2	+ 64.7	5	15	9	16	3.2	1.7	1.9	1.8
Flordia	5	9	3	10	0.5	0.8	0.3	0.8	+233.3	3	6	3	8	1.7	1.5	1.0	5.5
Delaware	-	3	2	1	-	0.3	0.2	0.1	- 50.0	-	3	2	-	-	1.0	1.0	1.0
TOTAL SOUTH ATLANTIC	165	165	123	185	15.0	15.0	12.6	14.2	+ 50.4	64	71	59	99	-	1.0	1.0	1.0

U.S. BUS TOURS

State	Number of Tour Nights				Percent of U.S. Total				Percent Change	Number of Tour Companies				Average Nights Per Company			
	1976	1977	1978	1979	1976	1977	1978	1979	1976/1979	1976	1977	1978	1979	1976	1977	1978	1979
East North Central																	
Wisconsin	21	23	20	26	3.2	3.1	2.2	2.6	+ 24	3	4	3	7	7.0	5.6	6.7	3.7
Illinois	19	25	45	58	2.9	3.4	5.0	5.8	+205	8	13	15	16	2.4	1.9	3.0	3.6
Indiana	12	7	2	2	1.8	0.9	0.2	0.2	- 83	4	5	2	3	3.0	1.4	1.0	0.7
Michigan	8	9	19	13	1.2	1.2	2.1	1.3	+ 63	3	5	8	10	2.7	1.8	2.7	1.3
Ohio	39	45	47	36	5.9	6.0	5.3	3.6	+ 8	7	11	15	15	5.6	4.1	3.2	2.7
TOTAL E. N. CENTRAL	99	109	133	135	15.1	14.7	14.9	13.4	+ 36	25	38	43	51	4.0	2.9	3.2	2.7
East South Central																	
Kentucky	2	5	5	2	0.3	0.7	0.6	0.2	n/c	1	2	4	2	2.0	2.5	1.7	1.0
Tennessee	15	16	12	12	2.3	2.2	1.3	1.2	- 20	4	8	6	8	3.8	2.0	2.0	1.5
Mississippi	3	5	1	1	0.5	0.7	0.1	0.1	- 67	1	2	1	-	3.0	2.5	1.0	1.0
Alabama	3	11	3	5	0.5	1.5	0.3	0.5	+ 67	2	7	3	4	1.5	1.6	1.0	1.3
TOTAL E.S. CENTRAL	23	37	21	20	3.5	5.0	2.3	2.0	- 13	8	19	14	14	2.9	2.0	1.6	1.4
West North Central:																	
Nebraska	9	13	25	22	1.4	1.7	2.8	2.2	+144	1	2	5	5	9.0	6.5	5.0	4.4
Missouri	10	18	19	20	1.5	2.4	2.1	2.0	+100	5	10	12	10	2.0	1.8	1.9	2.0
Kansas	2	4	7	21	0.3	0.5	0.8	2.1	+950	2	3	3	4	1.0	1.3	2.3	5.3
Minnesota	10	13	7	8	1.5	1.7	0.8	0.8	- 20	5	9	5	6	2.0	1.4	3.5	1.3
Iowa	15	15	29	21	2.3	2.0	3.2	2.1	+ 40	4	6	9	8	3.8	2.5	3.6	2.6
North Dakota	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
South Dakota	-	-	1	-	-	-	0.1	-	-	-	-	1	-	-	-	-	-
TOTAL WEST NORTH CENTRAL	46	63	88	91	7.0	8.5	9.8	9.0	+ 98	17	30	35	33	2.7	2.1	3.0	2.8

U.S. BUS TOURS

State	Number of Tour Nights				Percent of U.S. Total				Percent Change	Number of Tour Companies				Average Nights Per Company			
	1980	1981	1982	1983	1980	1981	1982	1983	1982/1983	1980	1981	1982	1983	1980	1981	1982	1983
East North Central																	
Wisconsin	16	29	24	61	1.5	2.6	2.5	4.8	+154.2	5	10	9	14	3.2	2.9	2.7	4.4
Indiana	60	77	82	67	5.6	7.0	8.4	5.2	- 18.3	9	14	15	13	6.7	5.5	5.5	5.2
Michigan	24	25	26	41	2.2	2.3	2.7	3.2	+ 57.7	9	11	12	13	2.0	3.0	2.0	2.0
Ohio	55	51	39	51	5.0	4.6	4.0	4.0	+ 30.8	18	18	14	21	3.1	2.8	2.8	2.4
TOTAL E. N. CENTRAL	163	191	181	236	15.0	17.3	18.6	18.6	+ 31.5	46	56	55	70	3.5	3.4	3.3	3.4
East South Central																	
Kentucky	7	6	6	9	0.6	0.5	0.6	0.7	+ 50.0	4	3	4	4	1.8	2.0	1.5	2.3
Tennessee	12	13	12	16	1.1	1.2	1.3	1.3	+ 33.3	6	6	8	8	2.0	2.2	1.5	2.0
Mississippi	-	-	1	5	-	-	0.1	0.4	+400.0	-	-	1	2	-	-	1.0	2.5
Alabama	1	9	1	5	0.1	0.8	0.1	0.4	+400.0	1	5	1	4	1	1.8	1.0	1.3
TOTAL SOUTH ATLANTIC	20	28	20	35	1.8	2.5	2.1	2.7	+ 75.0	11	14	14	18	1.8	2.0	1.4	1.9
West North Central																	
Nebraska	4	11	4	10	0.3	1.0	0.4	0.8	+150.0	3	4	4	2	1.3	2.8	1.0	5.0
Missouri	24	28	34	16	2.2	2.5	3.5	1.3	- 52.9	12	11	12	11	2.0	2.5	2.8	1.5
Kansas	21	41	31	36	1.9	3.7	3.2	2.8	+ 16.1	3	5	3	10	7.0	8.2	10.3	3.6
Minnesota	2	6	4	6	0.2	0.5	0.4	0.5	+ 50.0	2	5	3	5	2.0	1.2	1.3	1.2
Iowa	24	27	22	32	2.2	2.5	2.3	2.5	+ 45.5	13	10	9	11	1.8	2.7	2.4	2.9
North Dakota	-	1	2	-	-	0.1	0.2	-	-	-	1	2	-	-	1.0	-	1.0
South Dakota	1	1	-	1	0.1	0.1	0	0.1	-	1	1	-	1	1	1.0	-	1.0
TOTAL WEST NORTH CENTRAL	76	115	97	101	6.9	10.4	10.0	7.9	+ 4.1	34	37	33	40	2.2	3.1	2.9	2.5

U.S. BUS TOURS

State	Number of Tour Nights				Percent of U.S. Total				Percent Change	Number of Tour Companies				Average Nights Per Company			
	1976	1977	1978	1979	1976	1977	1978	1979	1976/1979	1976	1977	1978	1979	1976	1977	1978	1979
West South Central:																	
Oklahoma	11	9	11	10	1.7	1.2	1.2	1.8	+ 64	4	5	7	4	2.8	1.8	12.2	4.5
Texas	19	22	25	51	2.9	3.0	2.8	5.1	+168	7	9	10	12	2.7	2.4	2.5	4.3
Arkansas	1	2	2	-	0.2	0.3	0.2	-	-100	1	2	1	0	1.0	1.0	2.0	-
Louisiana	-	7	10	6	-	0.9	1.1	0.6	+600	-	2	5	4	-	3.5	3.3	1.5
TOTAL W.S. CENTRAL	31	40	48	75	4.7	5.4	5.4	7.5	+142	11	18	23	20	2.8	2.2	2.5	3.8
Mountains																	
Montana	-	3	2	1	-	0.4	0.2	0.1	+100	-	2	1	1	-	1.5	2.0	1.0
Utah	1	1	3	2	0.2	0.1	0.3	0.2	+100	1	1	1	1	1.0	1.0	1.0	2.0
Arizona	3	7	11	5	0.5	0.9	1.2	0.5	+ 67	3	1	4	4	1.0	7.0	2.8	1.3
Colorado	1	1	2	-	0.2	0.1	0.2	-	-100	1	1	1	-	1.0	1.0	2.0	-
Idaho	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nevada	-	-	7	3	-	-	0.8	0.3	+300	-	-	2	1	-	-	3.5	3.0
New Mexico	-	-	-	-	-	-	-	-	-	-	-	-	-	1.0	-	-	-
Wyoming	1	-	-	-	0.2	-	-	-	-100	1	-	-	-	1.0	2.4	2.8	1.8
TOTAL MOUNTAINS	6	12	25	11	1.1	1.6	2.8	1.1	+ 83	6	5	9	6	1.0	2.4	2.8	1.8
Pacific:																	
California	65	70	105	108	9.9	9.4	11.7	10.7	+ 66	8	13	22	20	8.1	5.4	5.5	5.4
Oregon	2	9	5	15	0.3	1.2	0.6	1.5	+650	2	4	3	5	1.0	2.3	2.5	3.0
Washington	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Hawaii	-	-	-	1	-	-	-	0.1	+100	-	-	-	1	-	-	-	1.0
TOTAL PACIFIC	67	79	110	124	10.2	10.6	12.3	12.3	+ 85	10	17	25	26	6.7	4.7	5.2	4.8
U.S. Origins Unknown	-	-	-	22	-	-	-	2.2	-	-	-	-	14	-	-	-	1.5
TOTAL OTHER U.S.	379	451	567	621	57.7	60.6	63.4	61.7	+ 64	122	177	211	220	3.0	2.5	3.0	3.0
TOTAL UNITED STATES	657	744	894	1007	100%	100%	100%	100%	+ 53	209	287	328	316	3.1	2.6	2.7	3.2

U.S. BUS TOURS

State	Number of Tour Nights				Percent of U.S. Total				Percent Change	Number of Tour Companies				Average Nights Per Company			
	1980	1981	1982	1983	1980	1981	1982	1983	1982/1983	1980	1981	1982	1983	1980	1981	1982	1983
West South Central																	
Oklahoma	19	13	15	13	1.7	1.2	1.6	1.0	- 13.3	4	4	4	4	4.8	3.3	3.8	3.3
Texas	45	33	42	44	4.1	2.9	4.3	3.4	+ 4.8	10	9	12	14	4.5	3.7	3.5	3.1
Arkansas	-	3	5	5	-	0.3	0.5	0.4	-	-	2	2	3	-	1.5	2.5	1.7
Louisiana	14	1	1	9	1.3	0.1	0.1	0.7	+800.0	7	1	1	5	2.0	1.0	1.0	1.8
TOTAL W. S. CENTRAL	78	50	63	71	7.1	4.5	6.5	5.6	+12.75	21	16	19	26	3.7	3.1	3.3	2.7
Mountains																	
Montana	1	-	-	3	0.1	-	-	0.2	-	1	-	-	2	1.0	-	-	1.5
Utah	4	5	7	6	0.3	0.5	0.7	0.5	- 14.3	2	3	4	4	2.0	1.7	1.8	1.5
Arizona	5	3	9	1	0.5	0.3	1.0	0.1	- 88.9	1	1	2	1	5.0	3.0	4.5	1.0
Colorado	16	-	-	-	1.5	-	-	-	-	2	-	-	-	8.0	-	-	-
Idaho	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nevada	4	8	7	2	0.3	0.7	0.7	0.2	- 71.4	1	2	3	1	4.0	4.0	2.3	2.0
New Mexico	-	-	-	-	-	-	-	-	-	1	2	3	1	-	-	-	-
Wyoming	-	-	1	1	-	-	0.1	0.1	-	-	-	1	1	-	-	-	-
TOTAL MOUNTAINS	30	16	24	13	2.7	1.5	2.5	1.0	- 45.8	7	6	10	9	4.3	2.7	2.4	1.4
Pacific																	
California	92	109	50	63	8.4	9.9	5.1	4.9	+ 26.0	18	19	14	9	5.1	5.7	3.6	7.0
Oregon	15	3	9	4	1.3	0.3	1.0	0.3	- 55.5	4	3	4	2	3.8	1.0	2.3	2.0
Washington	-	2	14	35	-	0.2	1.4	2.7	+150.0	-	2	2	3	-	1.0	7.0	11.7
Hawaii	5	8	13	6	0.5	0.7	1.3	0.5	- 53.8	1	1	2	2	5.0	8.0	6.5	3.0
TOTAL PACIFIC	112	122	86	108	10.2	11.1	8.8	8.5	+ 25.6	23	25	22	16	4.9	4.9	3.9	6.8
U.S. Origin Unknown	13	-	-	-	1.2	-	-	-	-	11	-	-	-	1.2	-	-	-
TOTAL OTHER U.S.	658	687	594	751	59.9	62.3	61.0	58.8	+ 26.4	216	225	212	278	3.0	3.1	2.8 2	2.7
TOTAL UNITED STATES	1097	1102	974	1278	100%	100%	100%	100%	+ 31.2	322	322	308	407	3.4	3.4	3.2	3.1
Origins Unknown	-	6	24	11					- 54.1	-	5	20	9	-	1.2	1.2	1.2
Other Lands	-	38	34	10					- 70.6	-	6	4	4	-	6.3	8.5	2.5

CANADIAN BUS TOURS

Province	Number of Tour Nights				Percent of Cdn. Total				Percent Change	Number of Tour Companies				Average Nights Per Company			
	1976	1977	1978	1979	1976	1977	1978	1979	1976/1979	1976	1977	1978	1979	1976	1977	1978	1979
Ontario	307	269	371	437	58.4	50.0	53.2	53.2	+ 42.3	33	46	51	58	9.3	5.9	7.3	7.5
Quebec	136	153	184	215	25.9	28.4	26.4	26.2	+ 58.1	20	21	26	36	6.8	7.3	7.1	6.0
British Columbia	23	37	37	39	4.4	6.9	5.3	4.8	+ 69.6	6	9	8	7	3.8	4.1	4.6	5.6
Alberta	33	35	42	47	6.3	6.5	6.0	5.7	+ 42.4	8	10	9	10	4.1	3.5	4.7	4.7
Saskatchewan	1	9	8	4	0.2	1.7	1.1	0.5	+300.0	1	2	4	2	1.0	4.5	2.0	2.0
Manitoba	5	12	13	15	1.0	2.2	1.9	1.8	+200.0	2	3	4	3	2.5	4.0	3.3	5.0
Nova Scotia	21	20	30	35	4.0	3.7	4.3	4.3	+ 28.6	2	2	4	4	10.5	10.0	7.5	8.9
New Brunswick	-	3	9	29	-	0.6	1.3	3.5	-	2	2	1	8	-	1.5	9.0	3.6
Prince Edward Island	-	-	4	-	-	-	0.6	-	-	-	-	1	-	-	-	4.0	-
Newfoundland	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL	526	538	698	821	100%	100%	100%	100%	+ 56.1	74	95	108	132	7.1	5.7	6.5	6.4

CANADIAN BUS TOURS

Province	Number of Tour Nights				Percent of Cdn. Total				Percent Change	Number of Tour Companies				Average Nights Per Company			
	1980	1981	1982	1983	1980	1981	1982	1983	1982/1983	1980	1981	1982	1983	1980	1981	1982	1983
Ontario	574	685	566	436	52.4	51.0	46.9	46.8	- 23.0	57	67	66	60	10.1	10.2	8.6	7.3
Quebec	283	374	312	239	25.9	27.8	25.9	25.6	- 23.4	46	48	38	38	6.2	7.8	8.2	6.3
British Columbia	43	48	78	34	4.0	3.6	6.5	3.6	- 56.4	9	12	15	7	4.8	4.0	5.2	4.9
Alberta	76	105	89	79	6.9	7.8	7.4	8.5	- 11.2	11	10	11	10	6.9	10.5	8.1	7.9
Saskatchewan	9	7	17	15	0.8	0.5	1.4	1.6	- 11.8	3	2	3	4	3.0	3.5	5.7	3.8
Manitoba	18	30	20	24	1.6	2.2	1.7	2.6	+ 20.0	3	6	6	3	6.0	5.0	3.3	8.0
Nova Scotia	37	24	45	29	3.4	1.8	3.7	3.1	- 35.6	9	8	9	10	4.1	3.0	5.0	2.9
New Brunswick	53	71	79	74	4.8	5.3	6.5	7.9	- 6.3	7	6	7	6	7.6	11.8	11.3	12.3
Prince Edward Island	-	-	-	2	-	-	-	.2	-	-	-	-	1	-	-	-	2.0
Newfoundland	2	-	-	-	0.2	-	-	-	-	1	-	-	-	2.0	-	-	-
TOTAL	1095	1344	1206	932	100%	100%	100%	100%	- 22.7	146	159	155	139	7.5	8.5	7.8	6.7